

Behind the Business



Name: DAVID PEGLER

Job title: WEALTH MANAGER - PRINCIPAL

Business name: BRIGHTON CAPITAL MANAGEMENT

What does your business do?

Brighton Capital Management is a boutique wealth management firm primarily looking after private individuals, entrepreneurs, families, trusts and charities. We provide a fully integrated service covering all the key areas of financial advice including financial planning (tax, retirement and succession needs), investment management, insurance, protection and fiduciary services. We like to say that we 'grow and protect' our clients' wealth.

Tell us how your business started?

My partners and I have been fortunate enough to have worked for some of the world's most prestigious financial institutions. There were certainly benefits of working for such industry giants, however, it was tough to be told that your local business, despite being the fastest growing in the Group, would be re-located 40 miles up the road. The corporate world we then lived in, turning its back on opportunities in Brighton and the South Coast. It left a bad taste in our mouth but on the plus side pushed us into setting up our own business. Brighton Capital Management was the result, the company is now over 2 years old.

How many staff do you have?

Currently the team consists of three full-time partners and one part-time. Then we have one amazing Office Manager, who we simply couldn't function without (she runs the place). More recently we have just recruited the fifth full-time member of the team who joins us in June. Another experienced ex-colleague who will assist with our growth plans. We are very fortunate to have all worked together for many years – we know our strengths and weaknesses and have each other's backs. Most of all we enjoy working together – lots of hard work but also lots of fun and laughter.

What makes your business different from your competitors?

We want to keep to what we know best and that is increasingly working closely alongside local families, business owners and entrepreneurs, who typically have busy and sometimes quite complex lives and appreciate the value of a 'hands free solution' but one that warrants flexibility. Simply put we aim to provide very special treatment to a select number of clients and their families.

What is your motto in business?

'With you every step of the way'

What three pieces of advice would you give someone looking to start their own business?

Be bold, don't wait until circumstances force your hand, it may never happen. Surround yourself with positive mentors and professionals that have either been on the journey themselves or have advised others. Finally, focus your business on what you know and what you are passionate about.

What is the biggest challenge facing start-ups in 2016?

Probably fear on the unknown, whether it be confidence in yourself, escaping your current situation, how to compete with the larger and more established businesses or more topically, 'Brexit' concerns. However, generally it is a pretty good time to be an entrepreneur. Start-up funding is more abundant. Stories of successful start-ups make headlines on a daily basis. Technological innovation has opened the door to countless opportunities, and more free resources are available to prospective entrepreneurs than ever before.

Where do you see your business going in the next five or ten years?

We do not have any grand plans to grow to a very large team or indeed manage thousands, or even hundreds, of clients, although our proposition is continually adapting to cope with the more complex and busy lives of today.

What does the future hold for you personally?

I will be 50 next year but hope that my best years in business are yet to come. We have created something quite special and look forward to working with our clients, most who have become good friends, and their families for many years to come.

What do you do to relax?

Some may not consider it relaxing but I personally love to swim, cycle and run – one of those mad Ironman triathletes and ultra-runner types. I also enjoy some less strenuous activities such as the cinema, BBQs and spending time with my loved ones.

Who has been/is the most influential person in your life?

I have been fortunate to have a couple of key mentors that have positively challenged me over my working career to date, however I will have to say that it was my Mum & Dad for providing me with such a wonderful childhood and constant support on the 'rollercoaster' of life.

What is the most important piece of advice you've received and who was it from?

I learnt from my Dad never to look back in regret but to move on to the next thing. A setback is never a bad experience, just another one of life's lessons.

What is the biggest challenge your business faces?

In this increasingly digital world we constantly seek that magical balance of getting the very best out of technology yet not losing sight of the importance of the personal service, which will continue to drive our business and ultimately the client experience.

What do you need to be successful?

Above all energy and a positive mindset. Look to your passions and live purposefully.